PALMOLIVE BUILDING BY NIGHT, CHICAGO

A spectacular night-time feature of the new Palmolive Building is the Palmolive Beacon. Mounted atop a shining bronze column, 603 feet above Chicago, its two billion candle-power beam is visible to aviators in the air as far east as Cleveland, Ohio, and as far south as St. Louis, Missouri. Government Surveyors have determined the location of this Beacon as being Latitude, 41° 53' 59¼" N., Longitude 87° 37' 25" W.

AERO DISTRIBUTING CO., INC., CHICAGO, ILLINOIS

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by Night, Chicago
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